

# Where Are We At with Rewarded Video?

## AUDIO

### eMarketer Editors

eMarketer principal analyst Yory Wurmser joins principal analyst Nicole Perrin to discuss rewarded video, voter targeting and more.

#### What Types of Offers Would Prompt US Mobile Users to Watch a Rewarded Video Ad?

% of respondents, by ad length, June 2018

|   | 0:15 | 0:30 | 0:60 |
|---|------|------|------|
| A discount offer from your favorite brand or retailer                                 | 80%  | 77%  | 71%  |
| 30 minutes of ad-free music on your favorite provider                                 | 70%  | 64%  | 53%  |
| Free rewards in your favorite mobile game   | 70%  | 66%  | 55%  |
| Free premium video content for an hour on a streaming service like Hulu or Netflix    | 70%  | 70%  | 64%  |
| An exclusive new filter on a photo app like Instagram                                 | 40%  | 39%  | 32%  |
| Video highlights from a sports game or current TV show                                | 39%  | 39%  | 32%  |
| 3 free articles on a premium news site like The New York Times or Wall Street Journal | 39%  | 36%  | 28%  |

*Note: read as 70% of respondents would be willing to watch a 15-second ad in exchange for free rewards in their favorite mobile game*

*Source: OpenX, "The Consumer Engagement Crossroads" in coordination with Mobile Marketing Association (MMA) and MediaMath, July 26, 2018*

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